

## **Environmental Education**

**Consumer Awareness towards Green Products in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

**Submitted by**

**Ms. Aarthy. N. R - 2019A01**

**Ms. Abinaya Sundari. S – 2019A02**

**Ms. Abithaa. V – 2019A03**

**Ms. Afni Miranda. R – 2019A04**

**Ms. Aishwariya Priya. S – 2019A05**

**Ms. Ajitha. P – 2019A06**

**Ms. Alangara Monisha. A – 2019A07**

**Ms. Amalachristy Medona. S – 2019A08**

**Ms. Ambrin Banu. Y – 2019A09**

**Ms. Ananya. E - 2019A10**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

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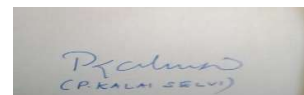
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**Date : 03.04.2021**

**Place : Madurai.**

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**Ms. P. Kalai Selvi**

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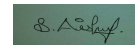
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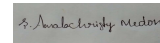
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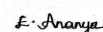
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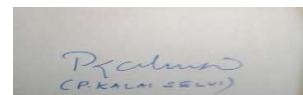
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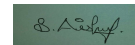
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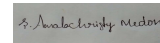
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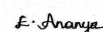
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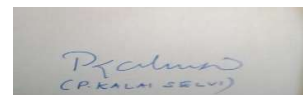
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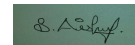
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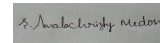
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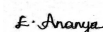
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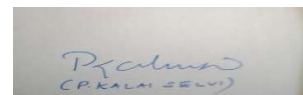
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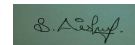
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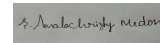
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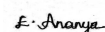
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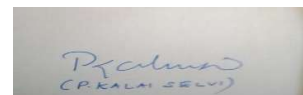
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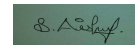
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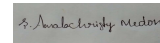
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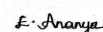
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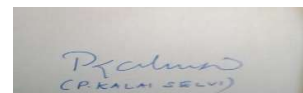
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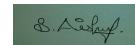
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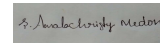
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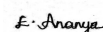
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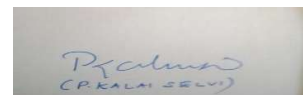
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We do hereby declare that this work has been originally carried out by us under the guidance and supervision of Ms. P. Kalai Selvi M.Com., M.Phil., Net., (Ph.D.), Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai-18 and this work has not been submitted elsewhere for any other degree.

Date : 03.04.2021

Place : Madurai.



**Ms. Aarthi. N. R - 2019A01**



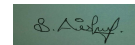
**Ms. Abinaya Sundari. S – 2019A02**



**Ms. Abithaa. V – 2019A03**



**Ms. Afni Miranda. R – 2019A04**



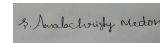
**Ms. Aishwariya Priya. S – 2019A05**




**Ms. Ajitha. P – 2019A06**



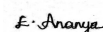
**Ms. Alangara Monisha. A – 2019A07**



**Ms. Amalachristy Medona. S – 2019A08**



**Ms. Ambrin Banu. Y – 2019A09**



**Ms. Ananya. E - 2019A10**

## **Environmental Education**

**Consumer Awareness towards Green Products in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

**Submitted by**

**Ms. Aarthi. N. R - 2019A01**

**Ms. Abinaya Sundari. S – 2019A02**

**Ms. Abithaa. V – 2019A03**

**Ms. Afni Miranda. R – 2019A04**

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**Ms. Ananya. E - 2019A10**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

## **CERTIFICATE**

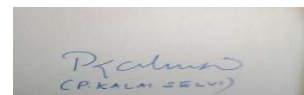
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**Date : 03.04.2021**

**Place : Madurai.**

**Guide**

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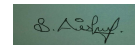
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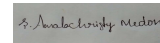
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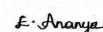
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**Under the guidance of**

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**The Research Centre of Commerce**

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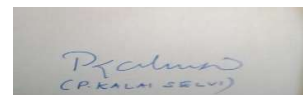
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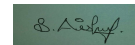
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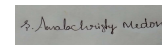
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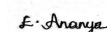
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**Under the guidance of**

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**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**



**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

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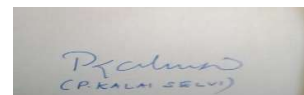
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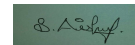
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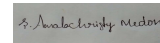
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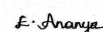
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## **Environmental Education**

### **Impact of Green Marketing on Consumer Behaviour - A Study with Special Reference to Madurai**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

**Submitted by**

**Ms.Anushka. S(2019A11)**

**Ms. Anushri. S (2019A12)**

**Ms.Arul Jothi. A (2019A14)**

**Ms. Arul Jothi.A (2019A15)**

**Ms. Assiha. A (2019A16)**

**Ms.Ayesha shiddika. H (2019A17)**

**Ms. Christlin Joan. M (2019A18)**

**Ms. Elavarasi . J (2019A19)**

**Ms. Evanglein Melba. M (2019A20)**

**Ms. Francis . P (2019A22)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

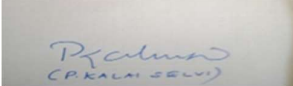
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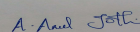
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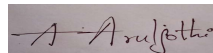
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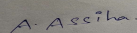
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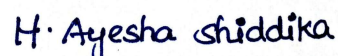
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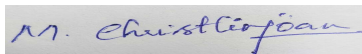
Ms. Arul Jothi. A (2019A15)



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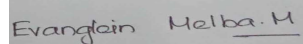
Ms. Ayesha shiddika. H (2019A17)



Ms. Christlin Joan. M (2019A18)



Ms. Elavarasi . J (2019A19)



Ms. Evanglein Melba. M (2019A20)



Ms. Francis . P (2019A22)

## **Environmental Education**

### **Impact of Green Marketing on Consumer Behaviour - A Study with Special Reference to Madurai**

**Project submitted to Fatima College (Autonomous), Madurai -18  
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#### **Submitted by**

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#### **Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

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**Madurai 625 018**

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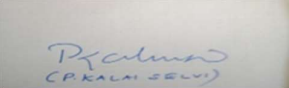
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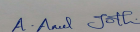
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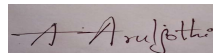
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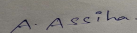
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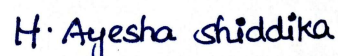
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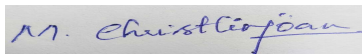
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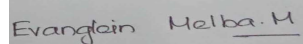
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#### **Under the guidance of**

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**The Research Centre of Commerce**

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**Madurai 625 018**

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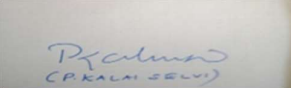
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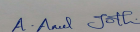
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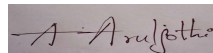
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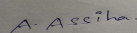
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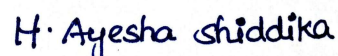
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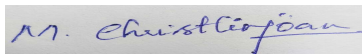
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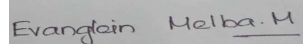
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## **Environmental Education**

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**Project submitted to Fatima College (Autonomous), Madurai -18  
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#### **Submitted by**

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#### **Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

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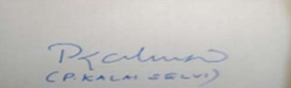
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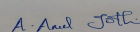
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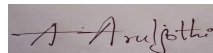
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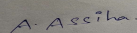
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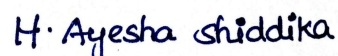
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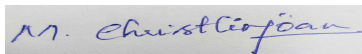
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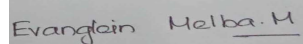
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#### **Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

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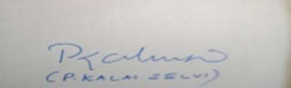
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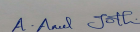
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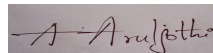
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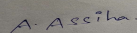
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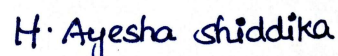
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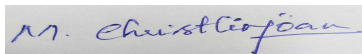
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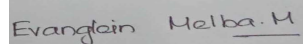
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#### **Under the guidance of**

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**The Research Centre of Commerce**

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**Madurai 625 018**

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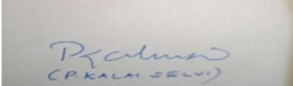
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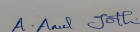
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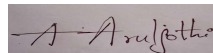
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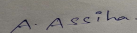
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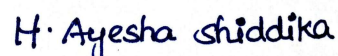
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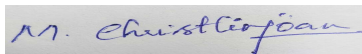
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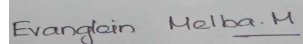
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**The Research Centre of Commerce**

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**Madurai 625 018**

**April 2021**

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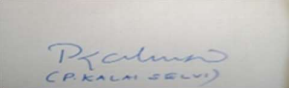
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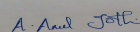
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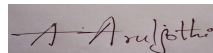
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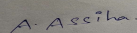
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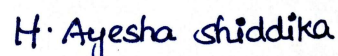
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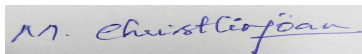
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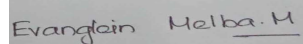
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**Madurai 625 018**

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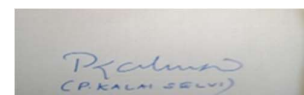
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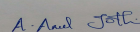
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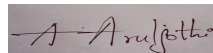
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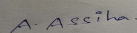
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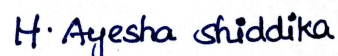
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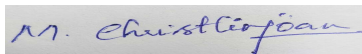
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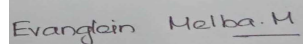
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**Ms. Arul Jothi.A (2019A15)**

**Ms. Assiha. A (2019A16)**

**Ms.Ayesha shiddika. H (2019A17)**

**Ms. Christlin Joan. M (2019A18)**

**Ms. Elavarasi . J (2019A19)**

**Ms. Evanglein Melba. M (2019A20)**

**Ms. Francis . P (2019A22)**

#### **Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

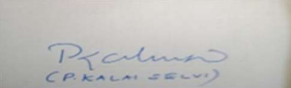
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**Date : 03.04.2021**

**Place : Madurai.**

**Guide**

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**Ms.P.Kalai Selvi**

## DECLARATION

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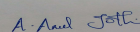
Place : Madurai.



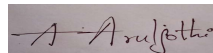
Ms. Anushka. S (2019A11)



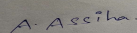
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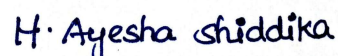
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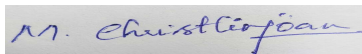
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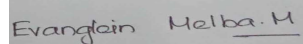
Ms. Ayesha shiddika. H (2019A17)



Ms. Christlin Joan. M (2019A18)



Ms. Elavarasi . J (2019A19)



Ms. Evanglein Melba. M (2019A20)



Ms. Francis . P (2019A22)

## **Environmental Education**

### **Impact of Green Marketing on Consumer Behaviour - A Study with Special Reference to Madurai**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

#### **Submitted by**

**Ms.Anushka. S(2019A11)**

**Ms. Anushri. S (2019A12)**

**Ms.Arul Jothi. A (2019A14)**

**Ms. Arul Jothi.A (2019A15)**

**Ms. Assiha. A (2019A16)**

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**Ms. Evanglein Melba. M (2019A20)**

**Ms. Francis . P (2019A22)**

#### **Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

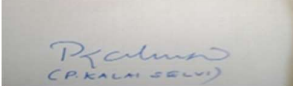
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**Place : Madurai.**

**Guide**

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**Ms.P.Kalai Selvi**

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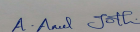
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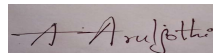
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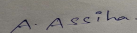
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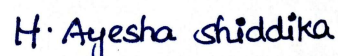
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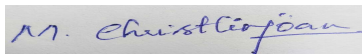
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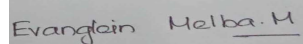
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Ms. Francis . P (2019A22)



## **Environmental Education**

**A Study of Consumer Behaviour towards Green marketing in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
Fulfilment of the requirements of the Award of The Degree of Bachelor of  
Commerce**

**Submitted by**

**Ms. Gokila Rani. M. H (2019A23)**

**Ms. Gokila. S (2019A24)**

**Ms. Hazira Begam. N (2019A25)**

**Ms. Jacklin Mercy. A (2019A26)**

**Ms. Janani. P (2019A27)**

**Ms. Jeba Selva Priya. R (2019A28)**

**Ms. Jenifer. M (2019A29)**

**Ms. Jeyashree. C. S (2019A30)**

**Ms. Kavitha. G (2019A31)**

**Ms. Keerthana. M (2019A32)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

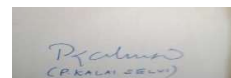
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**Place : Madurai.**

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**Ms. P. Kalai Selvi**

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Date : 03.04.2021

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M. H. Gokila Rani

**Ms. Gokila Rani. M. H (2019A23)**

S. Gokila S.

**Ms. Gokila. S (2019A24)**

N. Hazira Begam

**Ms. Hazira Begam. N (2019A25)**

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G. Kavitha

**Ms. Kavitha. G (2019A31)**

M. Keerthana

**Ms. Keerthana. M (2019A32)**

# **Environmental Education**

**A Study of Consumer Behaviour towards Green marketing in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
Fulfilment of the requirements of the Award of The Degree of Bachelor of  
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**Submitted by**

**Ms. Gokila Rani. M. H (2019A23)**

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**Ms. Keerthana. M (2019A32)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

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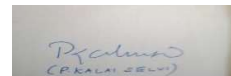
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**Ms. Gokila Rani. M. H (2019A23)**

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# **Environmental Education**

**A Study of Consumer Behaviour towards Green marketing in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
Fulfilment of the requirements of the Award of The Degree of Bachelor of  
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**Submitted by**

**Ms. Gokila Rani. M. H (2019A23)**

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**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

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**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

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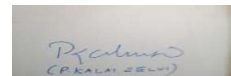
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**Ms. P. Kalai Selvi**



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**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

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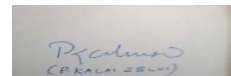
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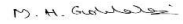
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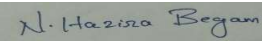
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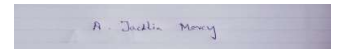
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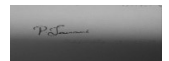
**Ms. Gokila. S (2019A24)**



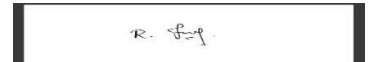
**Ms. Hazira Begam. N (2019A25)**



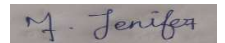
**Ms. Jacklin Mercy. A (2019A26)**



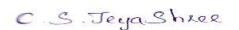
**Ms. Janani. P (2019A27)**



**Ms. Jeba Selva Priya. R (2019A28)**



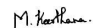
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**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

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**Madurai 625 018**

**April 2021**

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**Assistant Professor**

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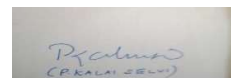
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**Date : 03.04.2021**

**Place : Madurai.**

**Guide**

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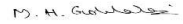
**Ms. P. Kalai Selvi**

## DECLARATION

We do hereby declare that this work has been originally carried out by us under the guidance and supervision of Ms. P. Kalai Selvi M.Com., M.Phil., Net., (Ph.D.), Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai-18 and this work has not been submitted elsewhere for any other degree.

Date : 03.04.2021

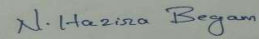
Place : Madurai.



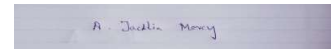
**Ms. Gokila Rani. M. H (2019A23)**



**Ms. Gokila. S (2019A24)**



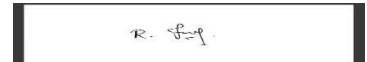
**Ms. Hazira Begam. N (2019A25)**



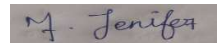
**Ms. Jacklin Mercy. A (2019A26)**



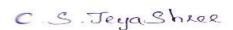
**Ms. Janani. P (2019A27)**



**Ms. Jeba Selva Priya. R (2019A28)**



**Ms. Jenifer. M (2019A29)**



**Ms. Jeyashree. C. S (2019A30)**



**Ms. Kavitha. G (2019A31)**



**Ms. Keerthana. M (2019A32)**

# **Environmental Education**

**A Study of Consumer Behaviour towards Green marketing in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
Fulfilment of the requirements of the Award of The Degree of Bachelor of  
Commerce**

**Submitted by**

**Ms. Gokila Rani. M. H (2019A23)**

**Ms. Gokila. S (2019A24)**

**Ms. Hazira Begam. N (2019A25)**

**Ms. Jacklin Mercy. A (2019A26)**

**Ms. Janani. P (2019A27)**

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**Ms. Jenifer. M (2019A29)**

**Ms. Jeyashree. C. S (2019A30)**

**Ms. Kavitha. G (2019A31)**

**Ms. Keerthana. M (2019A32)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**



**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

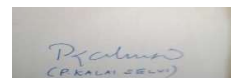
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**Date : 03.04.2021**

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**Ms. P. Kalai Selvi**

## DECLARATION

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Date : 03.04.2021

Place : Madurai.

M. H. Gokila Rani

**Ms. Gokila Rani. M. H (2019A23)**

S. Gokila S.

**Ms. Gokila. S (2019A24)**

N. Hazira Begam

**Ms. Hazira Begam. N (2019A25)**

A. Jacklin Mercy

**Ms. Jacklin Mercy. A (2019A26)**

P. Janani

**Ms. Janani. P (2019A27)**

R. Jeba Selva Priya

**Ms. Jeba Selva Priya. R (2019A28)**

M. Jenifer

**Ms. Jenifer. M (2019A29)**

C. S. Jeyashree

**Ms. Jeyashree. C. S (2019A30)**

G. Kavitha

**Ms. Kavitha. G (2019A31)**

M. Keerthana

**Ms. Keerthana. M (2019A32)**

## **Environmental Education**

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**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
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**Submitted by**

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**Ms. Gokila. S (2019A24)**

**Ms. Hazira Begam. N (2019A25)**

**Ms. Jacklin Mercy. A (2019A26)**

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**Ms. Jeba Selva Priya. R (2019A28)**

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**Ms. Jeyashree. C. S (2019A30)**

**Ms. Kavitha. G (2019A31)**

**Ms. Keerthana. M (2019A32)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

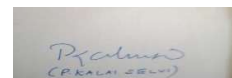
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**Ms. P. Kalai Selvi**

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Date : 03.04.2021

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M. H. Gokila Rani

**Ms. Gokila Rani. M. H (2019A23)**

S. Gokila S.

**Ms. Gokila. S (2019A24)**

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**Ms. Hazira Begam. N (2019A25)**

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**Ms. Jacklin Mercy. A (2019A26)**

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**Ms. Keerthana. M (2019A32)**

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**A Study of Consumer Behaviour towards Green marketing in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
Fulfilment of the requirements of the Award of The Degree of Bachelor of  
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**Submitted by**

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**Ms. Keerthana. M (2019A32)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

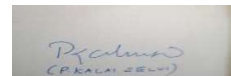
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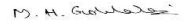
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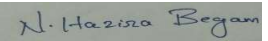
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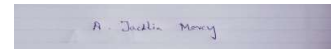
**Ms. Gokila Rani. M. H (2019A23)**



**Ms. Gokila. S (2019A24)**



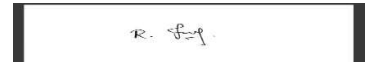
**Ms. Hazira Begam. N (2019A25)**



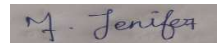
**Ms. Jacklin Mercy. A (2019A26)**



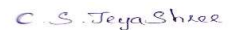
**Ms. Janani. P (2019A27)**



**Ms. Jeba Selva Priya. R (2019A28)**



**Ms. Jenifer. M (2019A29)**



**Ms. Jeyashree. C. S (2019A30)**



**Ms. Kavitha. G (2019A31)**



**Ms. Keerthana. M (2019A32)**



## **Environmental Education**

**A Study of Consumer Behaviour towards Green marketing in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
Fulfilment of the requirements of the Award of The Degree of Bachelor of  
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**Submitted by**

**Ms. Gokila Rani. M. H (2019A23)**

**Ms. Gokila. S (2019A24)**

**Ms. Hazira Begam. N (2019A25)**

**Ms. Jacklin Mercy. A (2019A26)**

**Ms. Janani. P (2019A27)**

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**Ms. Kavitha. G (2019A31)**

**Ms. Keerthana. M (2019A32)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

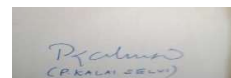
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Place : Madurai.

M. H. Gokila Rani

**Ms. Gokila Rani. M. H (2019A23)**

S. Gokila S.

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M. Keerthana

**Ms. Keerthana. M (2019A32)**

# **Environmental Education**

**A Study of Consumer Behaviour towards Green marketing in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial  
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**Submitted by**

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**Ms. Gokila. S (2019A24)**

**Ms. Hazira Begam. N (2019A25)**

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**Ms. Keerthana. M (2019A32)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

## **CERTIFICATE**

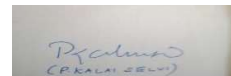
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**Place : Madurai.**

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**Ms. P. Kalai Selvi**

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Date : 03.04.2021

Place : Madurai.

M. H. Gokila Rani

**Ms. Gokila Rani. M. H (2019A23)**

S. Gokila S.

**Ms. Gokila. S (2019A24)**

N. Hazira Begam

**Ms. Hazira Begam. N (2019A25)**

A. Jacklin Mercy

**Ms. Jacklin Mercy. A (2019A26)**

P. Janani

**Ms. Janani. P (2019A27)**

R. Jeba Selva Priya

**Ms. Jeba Selva Priya. R (2019A28)**

M. Jenifer

**Ms. Jenifer. M (2019A29)**

C. S. Jeyashree

**Ms. Jeyashree. C. S (2019A30)**

G. Kavitha

**Ms. Kavitha. G (2019A31)**

M. Keerthana

**Ms. Keerthana. M (2019A32)**

## **Environmental Education**

**Consumer Awareness towards Green Products in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

**Submitted by**

**Ms. Koushika G (2019A33)**

**Ms. Lakshmi Priya K (2019A34)**

**Ms. Maria Josephine M (2019A35)**

**Ms. Mahalakshmi M (2019A36)**

**Ms. Mahalakshmi S (2019A37)**

**Ms. Manjula M (2019A38)**

**Ms. Maragatham K (2019A39)**

**Ms. Monika V (2019A41)**

**Ms. Nandhini M (2019A42)**

**Ms. Nandini K (2019A43)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

**Ms.P.Kalai Selvi M.Com., M.Phil., NET., (Ph.D.,)**

**Assistant Professor**

**The Research Centre of Commerce**

**Fatima College(Autonomous)**

**Madurai 625 018**

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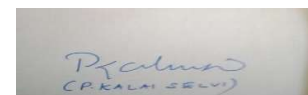
**This to certify that this project entitled “Environmental Education – A Study of Consumer Awareness towards Green Products in Madurai”**

**Submitted by Ms. Koushika G, Ms. Lakshmi Priya K, Ms. Maria Josephine M, Ms. Mahalakshmi M, Ms. Mahalakshmi S, Ms. Manjula M, Ms. Maragatham K, Ms. Monika V, Ms. Nandhini M, Ms. Nandini K for the degree of bachelor of commerce is based on the result of studies carried out by them under my guidance and supervision in The Research Centre of Commerce, Fatima College (Autonomous), Madurai-18. This project is not submitted elsewhere for any other degree.**

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**Guide**



**Ms.P.Kalai Selvi**

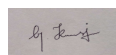


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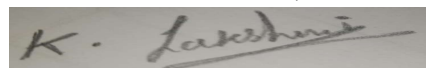
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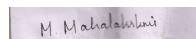
**Ms. Koushika G (2019A33)**



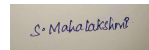
**Ms. Lakshmi Priya K (2019A34)**



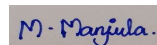
**Ms. Maria Josephine M (2019A35)**



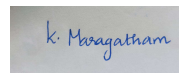
**Ms. Mahalakshmi M (2019A36)**



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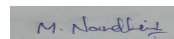
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## **Environmental Education**

**Consumer Awareness towards Green Products in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

**Submitted by**

**Ms. Koushika G (2019A33)**

**Ms. Lakshmi Priya K (2019A34)**

**Ms. Maria Josephine M (2019A35)**

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**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

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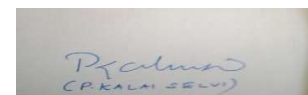
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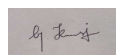
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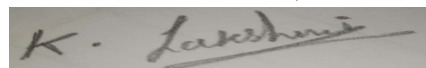
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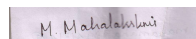
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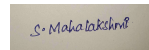
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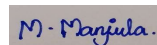
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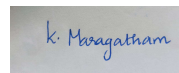
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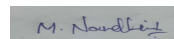
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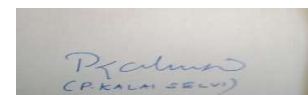
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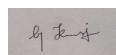
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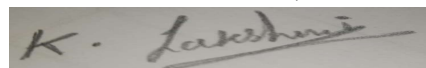
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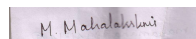
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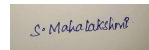
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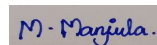
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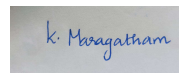
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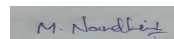
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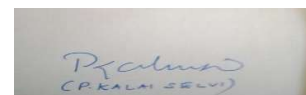
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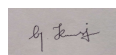
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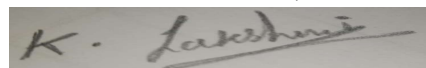
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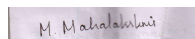
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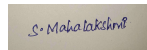
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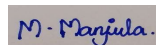
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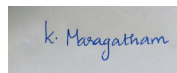
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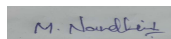
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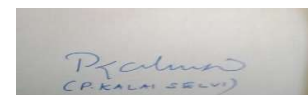
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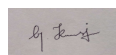
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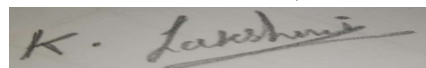
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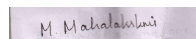
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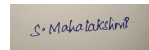
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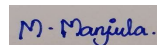
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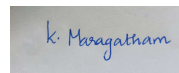
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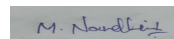
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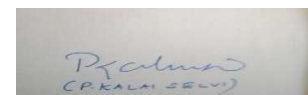
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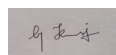
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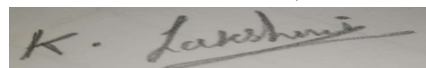
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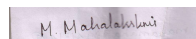
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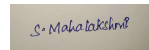
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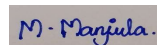
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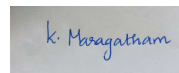
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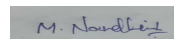
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**Ms. Nandini K (2019A43)**

#### **Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

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**Assistant Professor**

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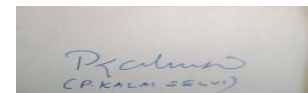
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**Date : 03.04.2021**

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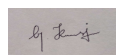
**Ms.P.Kalai Selvi**

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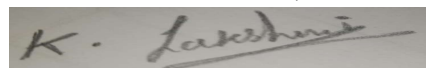
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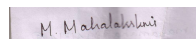
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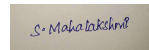
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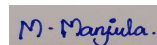
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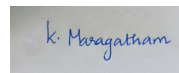
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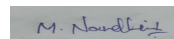
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## **Environmental Education**

### **Consumer Awareness towards Green Products in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

#### **Submitted by**

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**The Research Centre of Commerce**

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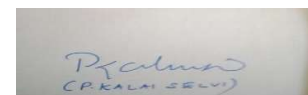
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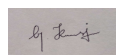
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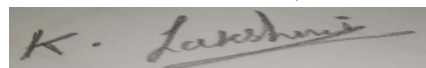
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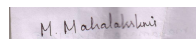
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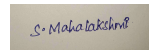
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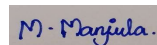
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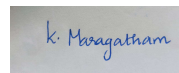
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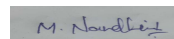
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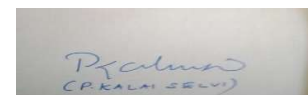
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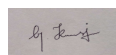


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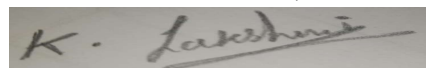
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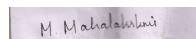
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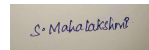
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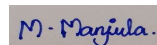
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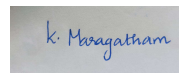
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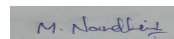
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## **Environmental Education**

### **Consumer Awareness towards Green Products in Madurai.**

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**The Research Centre of Commerce**

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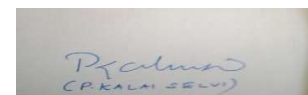
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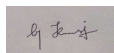
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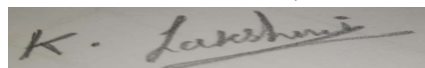
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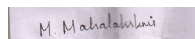
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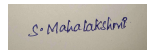
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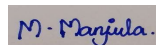
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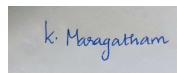
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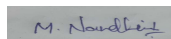
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# **Environmental Education**

## **A Study of Consumer Preferences Towards Green Products in Madurai City.**

**Project submitted to Fatima College (Autonomous), Madurai -18 In Partial Fulfilment of the requirements of the Award of The Degree of Bachelor of Commerce**

**Submitted by**

**NETHARTHENI A S (2019A44)**

**NIDHARSHANA SYLAJA S (2019A45)**

**NIRMALA NANCY A (2019A46)**

**PANDISELVI R (2019A47)**

**POOJA R (2019A48)**

**PRISCA R( 2019A49)**

**PRIYADHARSHINI L (2019A50)**

**PRIYADHARSHINI S k2019A51)**

**ROSY B (2019A52)**

**SANTHANA ANGEL J (2019A53)**

**Under guidance of Ms. P Kalai selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**

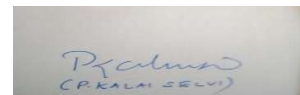
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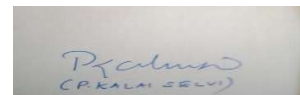
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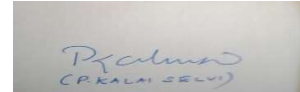
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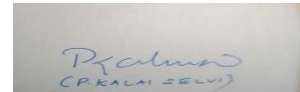
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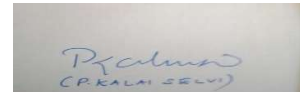
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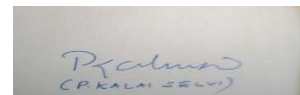
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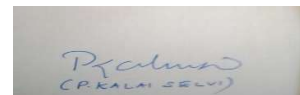
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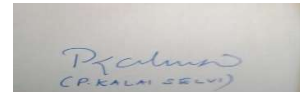
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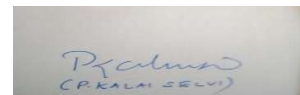
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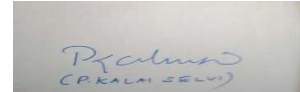
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**Project submitted to Fatima College (Autonomous), Madurai -18**

**In Partial Fulfilment of the requirements of the Award of The**

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**Submitted by**

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**Ms. Senthamarai .P (2019A56)**

**Ms. Shalini. L (2019A57)**

**Ms. Sindhuja . K (2019A58)**

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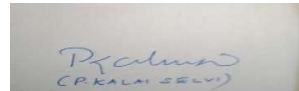
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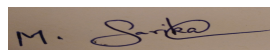
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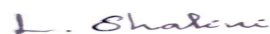
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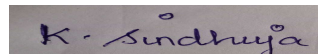
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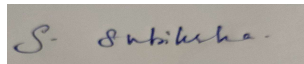
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**The Research Centre of Commerce**

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**Madurai 625 018**

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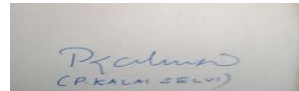
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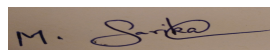
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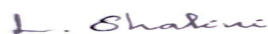
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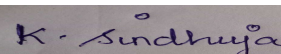
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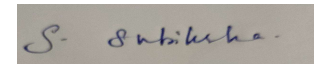
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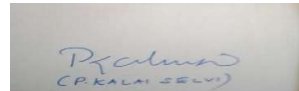
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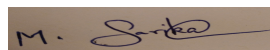
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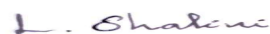
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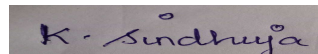
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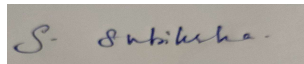
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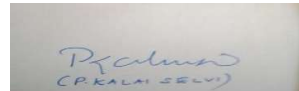
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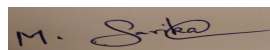
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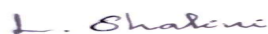
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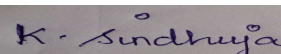
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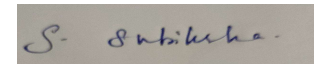
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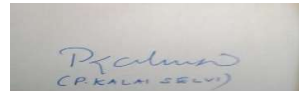
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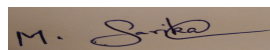


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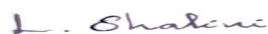
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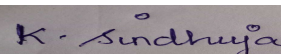
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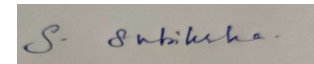
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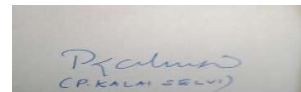
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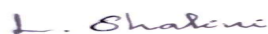
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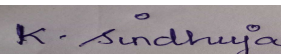
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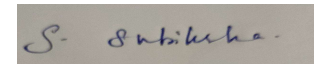
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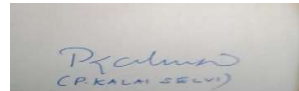
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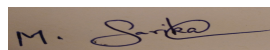
**Ms.P.Kalai Selvi**

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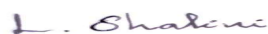
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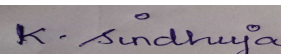
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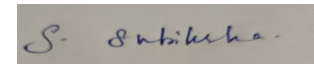
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## **Environmental Education**

**Green Marketing: A Study of Consumer Awareness in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18  
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Degree of Bachelor of Commerce**

**Submitted by**

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**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

**Fatima College (Autonomous)**

**Madurai 625 018**

**April 2021**



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**Assistant Professor**

**The Research Centre of Commerce**

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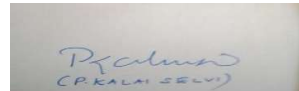
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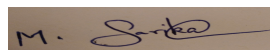
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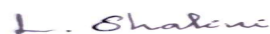
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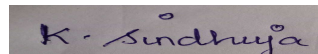
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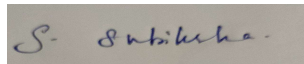
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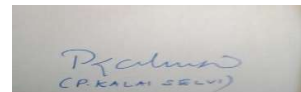
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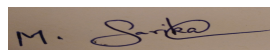
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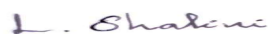
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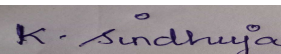
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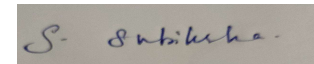
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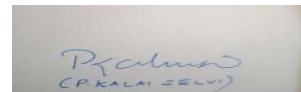
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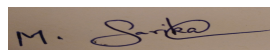
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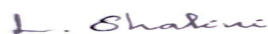
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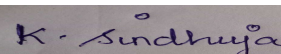
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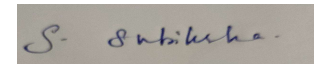
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**Submitted by**

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**Ms. Viyakula vinmalar L (2019A66)**

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**Ms Ramya K (2017A56)**

**Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



**The Research Centre of Commerce**

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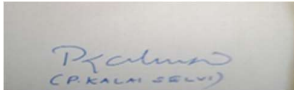
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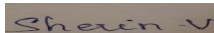
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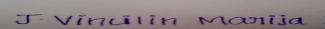
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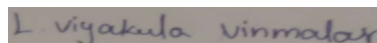
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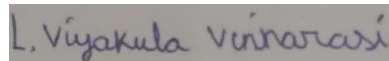
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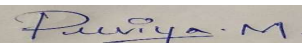
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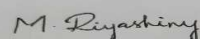
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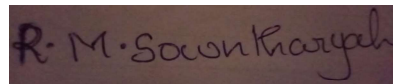
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## **Environmental Education**

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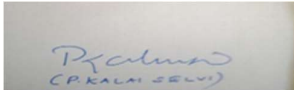
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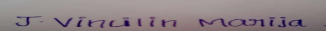
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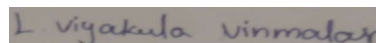
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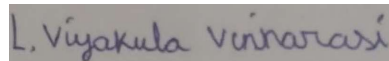
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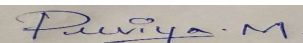
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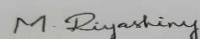
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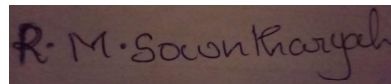
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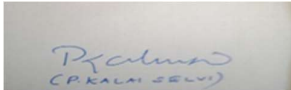
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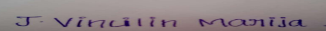
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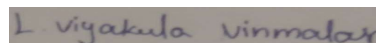
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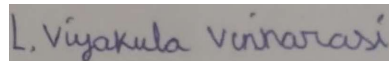
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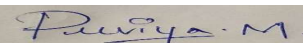
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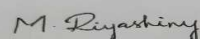
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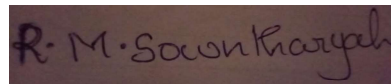
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**The Research Centre of Commerce**

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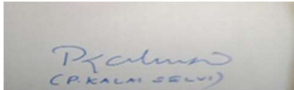
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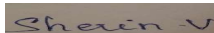
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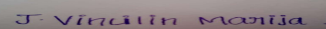
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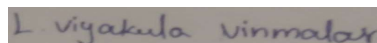
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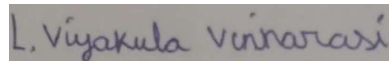
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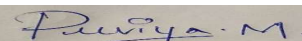
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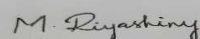
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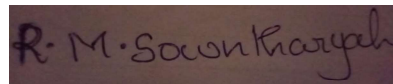
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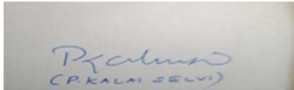
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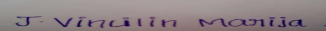
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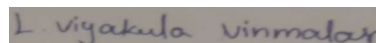
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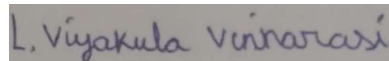
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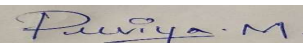
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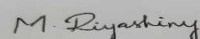
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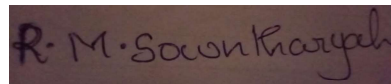
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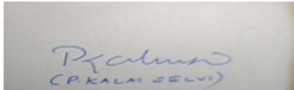
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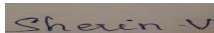
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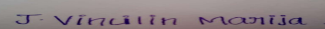
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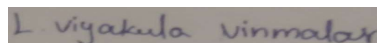
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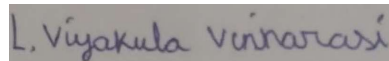
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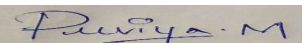
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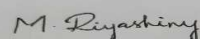
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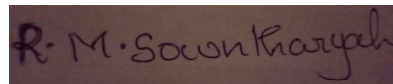
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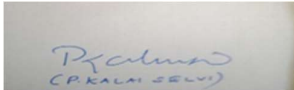
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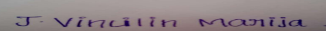
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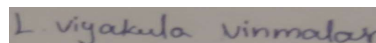
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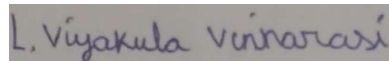
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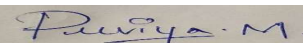
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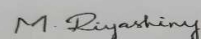
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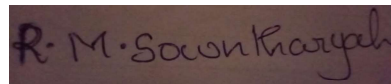
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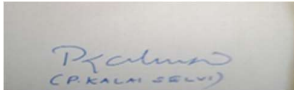
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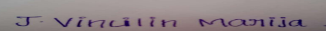
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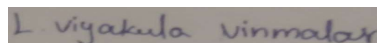
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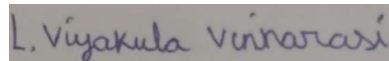
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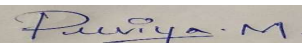
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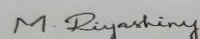
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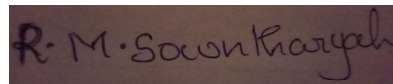
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**Ms. Ramya K (2017A56)**



## **Environmental Education**

### **Green Products: A Study of Consumer Behaviour in Madurai.**

**Project submitted to Fatima College (Autonomous), Madurai -18  
In Partial Fulfilment of the requirements of the Award of The  
Degree of Bachelor of Commerce**

#### **Submitted by**

**Ms. Sherin V (2019A64)**

**Ms. Vincilin Marija J (2019A65)**

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**Ms. Viyakula vinnarasi L (2019A67)**

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**Ms. Riyashiny M (2019A70)**

**Ms. Sowntharyah R.M (2019A71)**

**Ms Ramya K (2017A56)**

#### **Under the guidance of**

**Ms. P. Kalai Selvi, Assistant Professor**



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**April 2021**

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**Madurai 625 018**

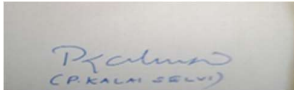
## **CERTIFICATE**

**This to certify that this project entitled “Environmental Education – A Study of the Impact of Green Marketing on Consumer Purchasing patterns and Decision Making” Submitted by Ms.Sherin V , Ms. Vincilin Marija J , Ms. Viyakula vinmalar L , Ms. Viyakula vinnarasi L , Ms yazhini S , Ms Puviya M, Ms.Riyashiny. M, Ms. Sowntharyah R.M, Ms.Ramya k for the degree of bachelor of commerce is based on the result of studies carried out by them under my guidance and supervision in The Research Centre of Commerce, Fatima College (Autonomous), Madurai-18. This project is not submitted elsewhere for any other degree.**

**Date : 03.04.2021**

**Place : Madurai.**

**Guide**

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'P. Kalai Selvi' with the name in all caps.


**Ms.P.Kalai Selvi**

## DECLARATION

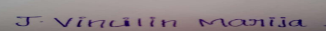
We do hereby declare that this work has been originally carried out by us under the guidance and supervision of Ms. P. Kalai Selvi M.Com., M.Phil., Net., (Ph.D.), Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai-18 and this work has not been submitted elsewhere for any other degree.

Date : 03.04.2021

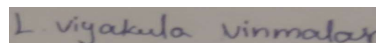
Place : Madurai.



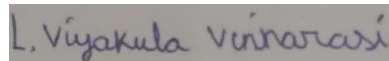
**Ms. Sherin V (2019A64)**



**Ms Vincilin Marija J (2019A65)**



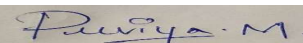
**Ms. Viyakula vinmalar L (2019A66)**



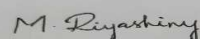
**Ms. Viyakula vinnarasi. L (2019A67)**



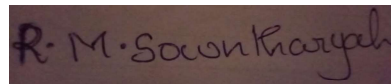
**Ms.Yashini S (2019A68)**



**Ms. Puviya M (2019A69)**



**Ms. Riyashiny .M (2019A70)**



**Ms. Sowntharyah . R.M (2019A71)**



**Ms. Ramya K (2017A56)**